

DUPLICATE

## INVOICE



**KMBC**  
**6455 Winchester Ave**  
**Kansas City, MO 64133-6409**  
**Main: (816)221-9999**  
**Billing: (816)760-9277**

www.kmbc.com

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Send Payment To:

**KMBC**  
**PO Box 26866**  
**Lehigh Valley, PA 18002-6866**

Invoice #	Invoice Date	Invoice Month	Invoice Period
941946-1	08/19/12	August 2012	07/30/12 - 08/19/12

Station	Account Executive	Sales Office	Sales Region
KMBC	Jeff Kitzsteiner	Kansas City	Local

Advertiser	Product	Estimate Number
McCaskill/D/Senate	8/14/12 - 8/19/12	11609

Flight Dates	Order #	Alt Order #
08/14/12 - 08/19/12	941946	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Political Duplicate File Copy

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/14/12	08/17/12	First News at 5am	5-5:30am	- 1211 - -	:30	5	\$275.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	- 1211 - -	5	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Tu	08/14/12	5:10 AM	First News at 5am	5-5:30am	:30	CM T12 08 H	\$275.00 NM
2	KMBC	W	08/15/12	5:08 AM	First News at 5am	5-5:30am	:30	CM T1213H	\$275.00 NM
5	KMBC	W	08/15/12	5:25 AM	First News at 5am	5-5:30am	:30	CM T1213H	\$275.00 NM
3	KMBC	Th	08/16/12	5:11 AM	First News at 5am	5-5:30am	:30	CM T1213H	\$275.00 NM
4	KMBC	F	08/17/12	5:09 AM	First News at 5am	5-5:30am	:30	CM T1213H	\$275.00 NM
2	08/14/12	08/17/12	First News at 5:30am	5:30-6am	- 1112 - -	:30	5	\$375.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	- 1112 - -	5	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Tu	08/14/12	5:56 AM	First News at 5:30am	5:30-6am	:30	CM T12 09H	\$375.00 NM
2	KMBC	W	08/15/12	5:43 AM	First News at 5:30am	5:30-6am	:30	CM T1213H	\$375.00 NM
3	KMBC	Th	08/16/12	5:40 AM	First News at 5:30am	5:30-6am	:30	CM T1213H	\$375.00 NM
4	KMBC	F	08/17/12	5:29 AM	First News at 5:30am	5:30-6am	:30	CM T1213H	\$375.00 NM
5	KMBC	F	08/17/12	5:57 AM	First News at 5:30am	5:30-6am	:30	CM T1213H	\$375.00 NM
3	08/16/12	08/16/12	First News at 6am	6-7am	- - - 1 - - -	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	- - - 1 - - -	1	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Th	08/16/12	6:14 AM	First News at 6am	6-7am	:30	CM T1213H	\$750.00 NM
4	08/14/12	08/17/12	Good Morning America	7-9am	- 11 - 1 - -	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	- 11 - 1 - -	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Tu	08/14/12	7:49 AM	Good Morning America	7-9am	:30	CM T12 08 H	\$500.00 NM
3	KMBC	W	08/15/12	8:47 AM	Good Morning America	7-9am	:30	CM T1213H	\$500.00 NM
2	KMBC	F	08/17/12	7:49 AM	Good Morning America	7-9am	:30	CM T1213H	\$500.00 NM
5	08/19/12	08/19/12	Su 6-7a	6-7a	- - - - - S	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
941946-1	08/19/12	August 2012	07/30/12 - 08/19/12
Advertiser	Product	Estimate Number	
McCaskill/D/Senate	8/14/12 - 8/19/12	11609	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	08/19/12	08/19/12	Su 6-7a Class of Time - Pre-emptible with notice	6-7a	-----S	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Su	08/19/12	6:39 AM	Su 6-7a	6-7a	:30	CMT1213H	\$250.00 NM
6	08/15/12	08/15/12	Rachael Ray Show Class of Time - Pre-emptible with notice	9-10am	--1----	:30	1	\$225.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> --1----	<u>Spots/Week</u> 1	<u>Rate</u> \$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	W	08/15/12	9:31 AM	Rachael Ray Show	9-10am	:30	CMT1213H	\$225.00 NM
7	08/16/12	08/16/12	Dr. Phil Class of Time - Pre-emptible with notice	3-4pm	---1---	:30	1	\$275.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> ---1---	<u>Spots/Week</u> 1	<u>Rate</u> \$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Th	08/16/12	3:14 PM	Dr. Phil	3-4pm	:30	CMT1213H	\$275.00 NM
8	08/17/12	08/17/12	DR OZ Class of Time - Pre-emptible with notice	4PM-5PM	----1--	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> ----1--	<u>Spots/Week</u> 1	<u>Rate</u> \$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	F	08/17/12	4:28 PM	DR OZ	4PM-5PM	:30	CMT1213H	\$300.00 NM
9	08/14/12	08/16/12	5pm News Class of Time - Pre-emptible with notice	5-530pm	-1-1---	:30	2	\$700.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> -1-1---	<u>Spots/Week</u> 2	<u>Rate</u> \$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Tu	08/14/12	5:24 PM	5pm News	5-530pm	:30	CMT1213H	\$700.00 NM
2	KMBC	Th	08/16/12	5:28 PM	5pm News	5-530pm	:30	CMT1213H	\$700.00 NM
10	08/14/12	08/17/12	6pm News Class of Time - Pre-emptible with notice	6-630pm	-11-1--	:30	3	\$825.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> -11-1--	<u>Spots/Week</u> 3	<u>Rate</u> \$825.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Tu	08/14/12	6:21 PM	6pm News	6-630pm	:30	CMT1213H	\$825.00 NM
2	KMBC	W	08/15/12	6:25 PM	6pm News	6-630pm	:30	CMT1213H	\$825.00 NM
3	KMBC	F	08/17/12	6:22 PM	6pm News	6-630pm	:30	CMT1213H	\$825.00 NM
11	08/14/12	08/16/12	630-7p Class of Time - Pre-emptible with notice	630-7pm	-1-1---	:30	2	\$900.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> -1-1---	<u>Spots/Week</u> 2	<u>Rate</u> \$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	Tu	08/14/12	6:46 PM	630-7p	630-7pm	:30	CMT1213H	\$900.00 NM
2	KMBC	Th	08/16/12	6:47 PM	630-7p	630-7pm	:30	CMT1213H	\$900.00 NM
12	08/15/12	08/15/12	20/20 Class of Time - Pre-emptible with notice	9-10pm	--1----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u> 08/13/12	<u>End Date</u> 08/19/12	<u>MTWTFSS</u> --1----	<u>Spots/Week</u> 1	<u>Rate</u> \$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KMBC	W	08/15/12	9:50 PM	20/20	9-10pm	:30	CMT1213H	\$1,800.00 NM
13	08/16/12	08/16/12	ROOKIE BLUE	9-10pm	---T---	:30	1	\$1,600.00	NM

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	---T---	1	\$1,600.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 KMBC	Th	08/16/12	9:43 PM	ROOKIE BLUE	9-10pm	:30	CMF1213H	\$1,600.00	NM
14	08/17/12	08/17/12	20/20	9-10pm	----F--	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	----F--	1	\$1,500.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 KMBC	F	08/17/12	20/20		9-10pm	:00		<del>\$1,500.00</del>	NM
See MG 14.2									
2 KMBC	F	08/17/12	9:48 PM	Special Ed of 20/20	Prime Other	:30	CMF1213H	\$1,500.00	NM
MG for 14.1 08/17									
15	08/17/12	08/17/12	M-F/SU 10pm News	10-1035pm	----1--	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	----1--	1	\$1,500.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 KMBC	F	08/17/12	10:25 PM	M-F/SU 10pm News	10-1035pm	:30	CMF1213H	\$1,500.00	NM
16	08/15/12	08/15/12	M-F 1035-1105pm	1035-1105pm	--1----	:30	1	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	--1----	1	\$650.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 KMBC	W	08/15/12	11:00 PM	M-F 1035-1105pm	1035-1105pm	:30	CMF1213H	\$650.00	NM
17	08/14/12	08/14/12	M-F 1135p-1205am	1135pm-1205am	-1-----	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	-1-----	1	\$225.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 KMBC	Tu	08/14/12	12:02 AM	M-F 1135p-1205am	1135pm-1205am	:30	CMF1213H	\$225.00	NM
18	08/14/12	08/14/12	The View	11am-12pm	-1-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	-1-----	1	\$350.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 KMBC	Tu	08/14/12		The View	11am-12pm	:00		<del>\$350.00</del>	NM
Credited									
CREDIT---SPOT HAS BEEN MADEGOOD									
19	08/17/12	08/17/12	The View	11am-12pm	----1--	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	----1--	1	\$350.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 KMBC	F	08/17/12	11:31 AM	The View	11am-12pm	:30	CMF1213H	\$350.00	NM
<u>Total Spots</u>						<b>32</b>			

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$19,850.00</b>
<u>Agency Commission</u>	<b>\$2,977.50</b>
<u>Net Amount Due</u>	<b>\$16,872.50</b>